



Cambridge IGCSE™

CANDIDATE
NAME

--



CENTRE
NUMBER

--	--	--	--	--

CANDIDATE
NUMBER

--	--	--	--

TRAVEL & TOURISM

0471/22

Paper 2 Managing and Marketing Destinations

February/March 2026

2 hours

You must answer on the question paper.

You will need: Insert (enclosed)

INSTRUCTIONS

- Answer **all** questions.
- Use a black or dark blue pen.
- Write your name, centre number and candidate number in the boxes at the top of the page.
- Write your answer to each question in the space provided.
- Do **not** use an erasable pen. Do **not** use correction fluid or tape.
- Do **not** write on any bar codes.

INFORMATION

- The total mark for this paper is 80.
- The number of marks for each question or part question is shown in brackets [].
- The insert contains all the figures referred to in the questions.

This document has **12** pages. Any blank pages are indicated.



1 Refer to Figure 1.1 (Insert), information about whale watching and snorkelling in Tonga.

(a) State **three** ways that an increase in whale watching and snorkelling tours could harm the environment of Tonga.

1
.....
2
.....
3
..... [3]

(b) Explain **two** ways the Ministry of Tourism in Tonga can minimise the negative environmental impacts of whale-based tourism.

1
.....
.....
.....
2
.....
.....
..... [4]

(c) Explain **two** reasons for the importance to tourism organisations of marketing.

1
.....
.....
.....
2
.....
.....
..... [4]





(d) Discuss how tour operators for whale watching and snorkelling might adapt their marketing mix to enter the market.

[9]

[Total: 20]



2 Refer to Figure 2.1 (Insert), an advertisement for New Horizons.

(a) Suggest **three** target markets for New Horizons.

- 1
- 2
- 3 [3]

(b) New Horizons is at the introduction stage of the product life cycle.

Describe **two** characteristics of the introduction stage of the product life cycle.

- 1
.....
.....
.....
.....
- 2
.....
.....
.....
..... [4]

(c) Explain **two** ways New Horizons is supporting social enterprise development.

- 1
.....
.....
.....
- 2
.....
.....
..... [4]





(d) Discuss the advantages and disadvantages of New Horizons using variable pricing for its tours.

[9]

[Total: 20]



3 Refer to Figure 3.1 (Insert), information about the increase in adventure holidays.

(a) Suggest **three** methods of market research used to produce the information about adventure holidays.

- 1
- 2
- 3 [3]

(b) Explain **two** reasons why it is important for travel and tourism organisations to carry out market research.

- 1
.....
.....
.....
- 2
.....
.....
..... [4]

(c) Explain **two** ways adventure tourism organisations could adapt their product/service mix to appeal to families with young children.

- 1
.....
.....
.....
- 2
.....
.....
..... [4]





(d) Discuss how tourism organisations have managed the social factors affecting tourism demand.

[9]

[Total: 20]



4 Refer to Figure 4.1 (Insert), information about the latest campaign of Qatar Tourism (QT).

(a) Identify **three** methods of promotion used by QT.

- 1
- 2
- 3 [3]

(b) Explain **two** benefits to destinations of marketing campaigns.

- 1
.....
.....
.....
- 2
.....
.....
..... [4]

(c) Explain **two** benefits to hotels of targeting a particular market segment.

- 1
.....
.....
.....
- 2
.....
.....
..... [4]





(d) Discuss the advantages to QT of using digital media to promote its campaigns.

[9]

[Total: 20]









The boundaries and names shown, the designations used and the presentation of material on any maps contained in this question paper/insert do not imply official endorsement or acceptance by Cambridge International Education concerning the legal status of any country, territory, or area or any of its authorities, or of the delimitation of its frontiers or boundaries.

Permission to reproduce items where third-party owned material protected by copyright is included has been sought and cleared where possible. Every reasonable effort has been made by the publisher (Cambridge University Press & Assessment) to trace copyright holders, but if any items requiring clearance have unwittingly been included, the publisher will be pleased to make amends at the earliest possible opportunity.

To avoid the issue of disclosure of answer-related information to candidates, all copyright acknowledgements are reproduced online in our Copyright Acknowledgements Booklet. This is produced for each series of examinations and is freely available to download at www.cambridgeinternational.org after the live examination series.

Cambridge International Education is the name of our awarding body and a part of Cambridge University Press & Assessment, which is a department of the University of Cambridge.

